Welcome To

Virtual Marketing

Blueprint

Rei Rockstars

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Virtual Marketing Experts

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Virtual Marketing Blueprint Concept

The Virtual Marketing Blueprint Program was designed to provide you with an easy to follow, step by step process of incorporating key internet marketing concepts into your business.

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Virtual Marketing Blueprint

New Module: Keyword Research

Objectives:

1) Keyword Research Overview
2) Initial Keyword Research (Broad Match)
3) **Refined Keyword Research (Exact Match)**
4) Analyzing Keywords: Finding Gold Nuggets
5) Creating Your Keyword Tree

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Introduction to Exact Match

Refined Keyword Research: Exact Match

What Is Exact Match?

Exact Match is how many people are searching for the "exact" term you typed into the search field. (Laser targeted results)

Example Keyword: Sell House Fast
'sell house fast' is the exact match for this keyword.

FYI: Phrase Match is not something we touch on but as an FYI, the definition is how many people are searching for a phrase containing the words that you typed into the search field in the same order that you typed them. Example Keyword: Sell House Fast - 'need to sell house fast and avoid foreclosure' is a phrase match for this keyword.

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Introduction to Exact Match

Refined Keyword Research: Exact Match

Why Is It Important?

Short Term Planning

This is how you are going to build your foundation to rank for your broader and high competition keywords. This is also how you can quickly rank on page 1 of google and start getting leads to your website.

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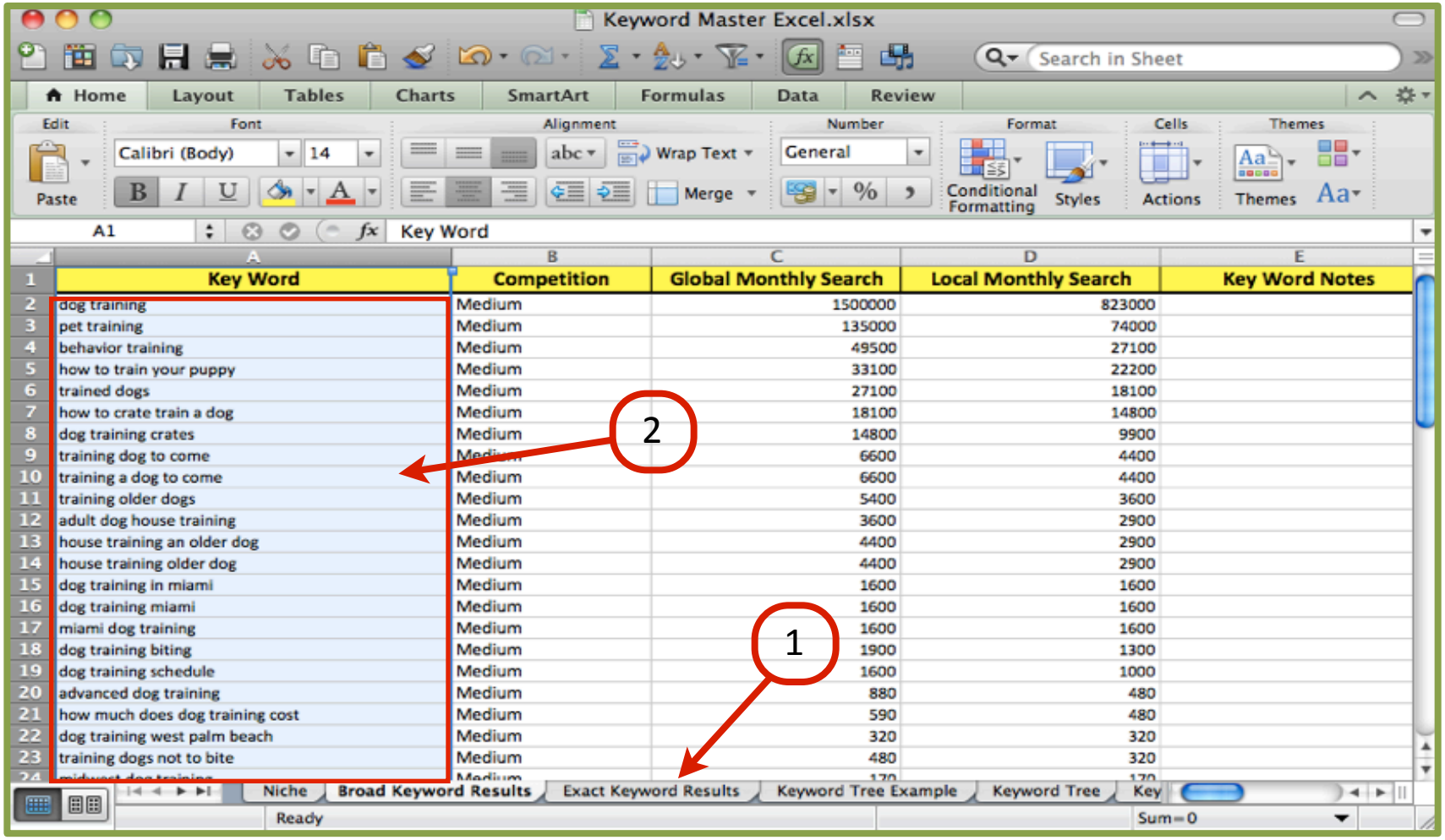
Step 1

Open your Master Keyword Excel and click on the tab called "Exact Keyword Results". Copy/paste all the keywords that you have listed in your "Broad Keyword Results" tab into the keyword column of this tab.
(Don't copy the competition or search results)



	A	B	C	D	E
1	Key Word	Competition	Global Monthly Search	Local Monthly Search	Key Word Notes
2	dog training	Medium	1500000	823000	
3	pet training	Medium	135000	74000	
4	behavior training	Medium	49500	27100	
5	how to train your puppy	Medium	33100	22200	
6	trained dogs	Medium	27100	18100	
7	how to crate train a dog	Medium	18100	14800	
8	dog training crates	Medium	14800	9900	
9	training dog to come	Medium	6600	4400	
10	training a dog to come	Medium	6600	4400	
11	training older dogs	Medium	5400	3600	
12	adult dog house training	Medium	3600	2900	
13	house training an older dog	Medium	4400	2900	
14	house training older dog	Medium	4400	2900	
15	dog training in miami	Medium	1600	1600	
16	dog training miami	Medium	1600	1600	
17	miami dog training	Medium	1600	1600	
18	dog training biting	Medium	1900	1300	
19	dog training schedule	Medium	1600	1000	
20	advanced dog training	Medium	880	480	
21	how much does dog training cost	Medium	590	480	
22	dog training west palm beach	Medium	320	320	
23	training dogs not to bite	Medium	480	320	

Objective 3 Refined Keyword Research (Exact Match)

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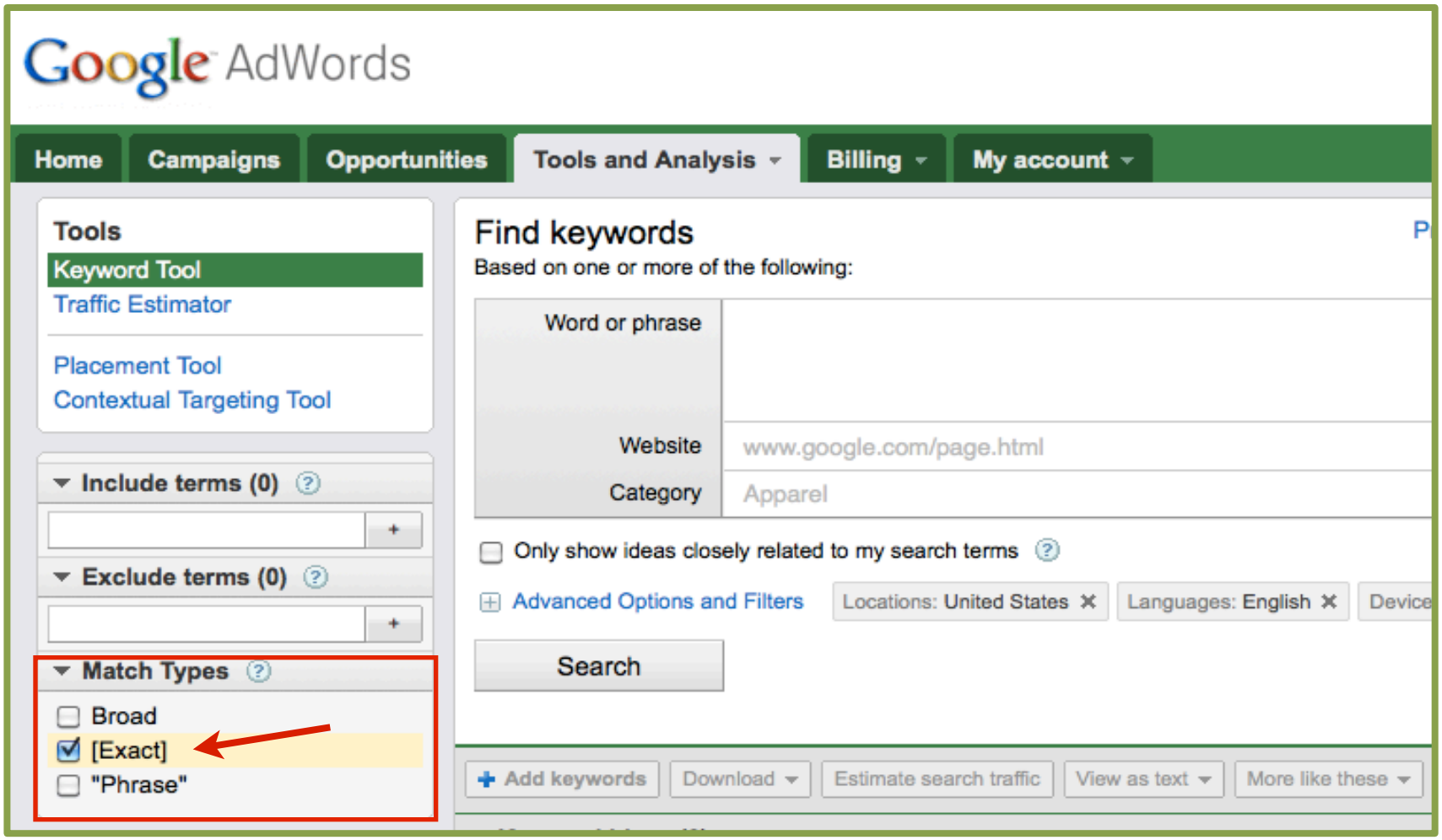
Step 2

Go to https://adwords.google.com/select/KeywordToolExternal.
On the left hand side under "Match Types", deselect Broad and select Exact.



Objective 3 Refined Keyword Research (Exact Match)

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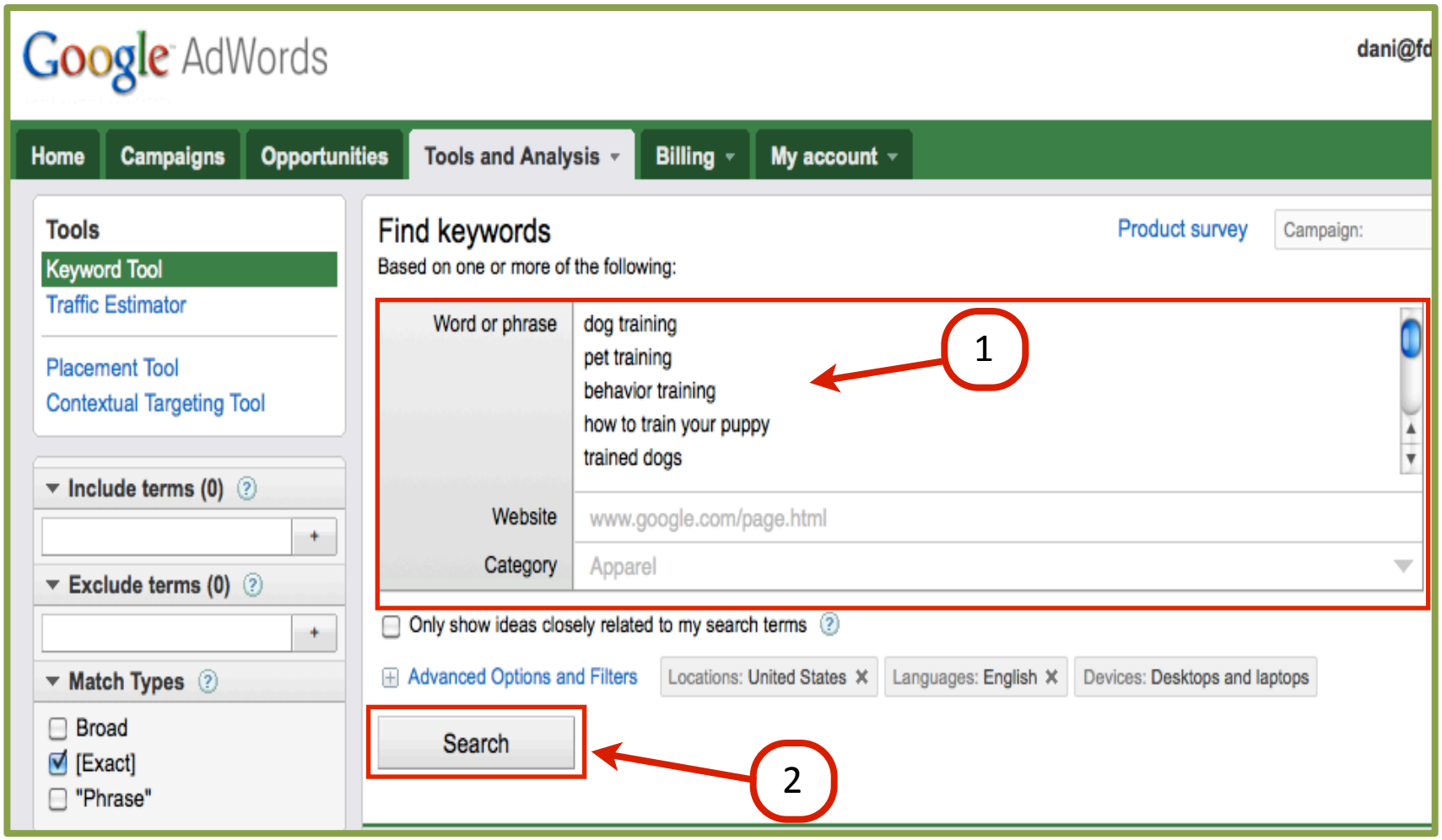
Step 3

Copy/Paste your keywords and phrases into the word or phrase field.

(You can search for more than one keyword but only put keyword or phrase per line).

Enter Captcha phrase, and click "Search".



Objective 3 Refined Keyword Research (Exact Match)

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Step 4

Make notes in your keyword master excel next to each keyword or phrase about the competition and monthly search numbers. Pay most attention to zero, low & medium competition but don't ignore high.

Objective 3 Refined Keyword Research (Exact Match)

☐	☆ [adult dog house training]	High	73	46	$0.76
☐	☆ [house training an older dog]	Medium	880	590	$0.48
☐	☆ [house training older dog]	Medium	140	110	$0.62
☐	☆ [dog training biting]	Medium	210	110	$1.07
☐	☆ [advanced dog training]	Medium	260	140	$2.73
☐	☆ [training dogs not to bite]	Medium	210	140	$0.73
☐	☆ [training a dog to come]	Medium	320	260	$0.49
☐	☆ [dog training schedule]	Medium	91	73	$0.93
☐	☆ [training dog to come]	Medium	260	210	$0.45
☐	☆ [training older dogs]	Low	210	140	$0.73

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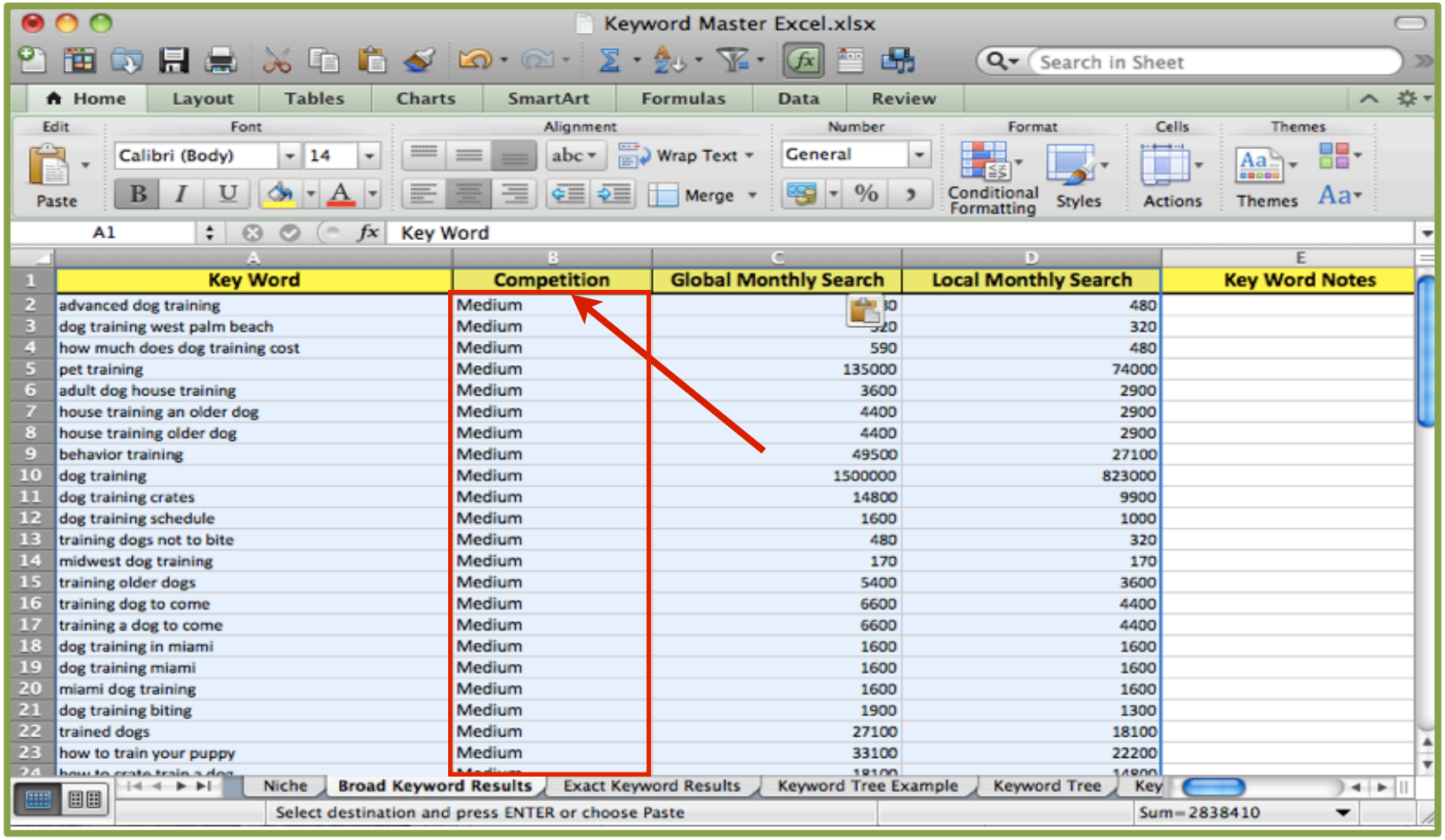
Step 5

When finished with your keyword research, go back into your excel and highlight all keyword combinations and sort them by "Competition" so that all lows are together, all mediums are together, etc..



	A	B	C	D	E
1	Key Word	Competition	Global Monthly Search	Local Monthly Search	Key Word Notes
2	advanced dog training	Medium		480	
3	dog training west palm beach	Medium		320	
4	how much does dog training cost	Medium	590	480	
5	pet training	Medium	135000	74000	
6	adult dog house training	Medium	3600	2900	
7	house training an older dog	Medium	4400	2900	
8	house training older dog	Medium	4400	2900	
9	behavior training	Medium	49500	27100	
10	dog training	Medium	1500000	823000	
11	dog training crates	Medium	14800	9900	
12	dog training schedule	Medium	1600	1000	
13	training dogs not to bite	Medium	480	320	
14	midwest dog training	Medium	170	170	
15	training older dogs	Medium	5400	3600	
16	training dog to come	Medium	6600	4400	
17	training a dog to come	Medium	6600	4400	
18	dog training in miami	Medium	1600	1600	
19	dog training miami	Medium	1600	1600	
20	miami dog training	Medium	1600	1600	
21	dog training biting	Medium	1900	1300	
22	trained dogs	Medium	27100	18100	
23	how to train your puppy	Medium	33100	22200	

Objective 3 Refined Keyword Research (Exact Match)

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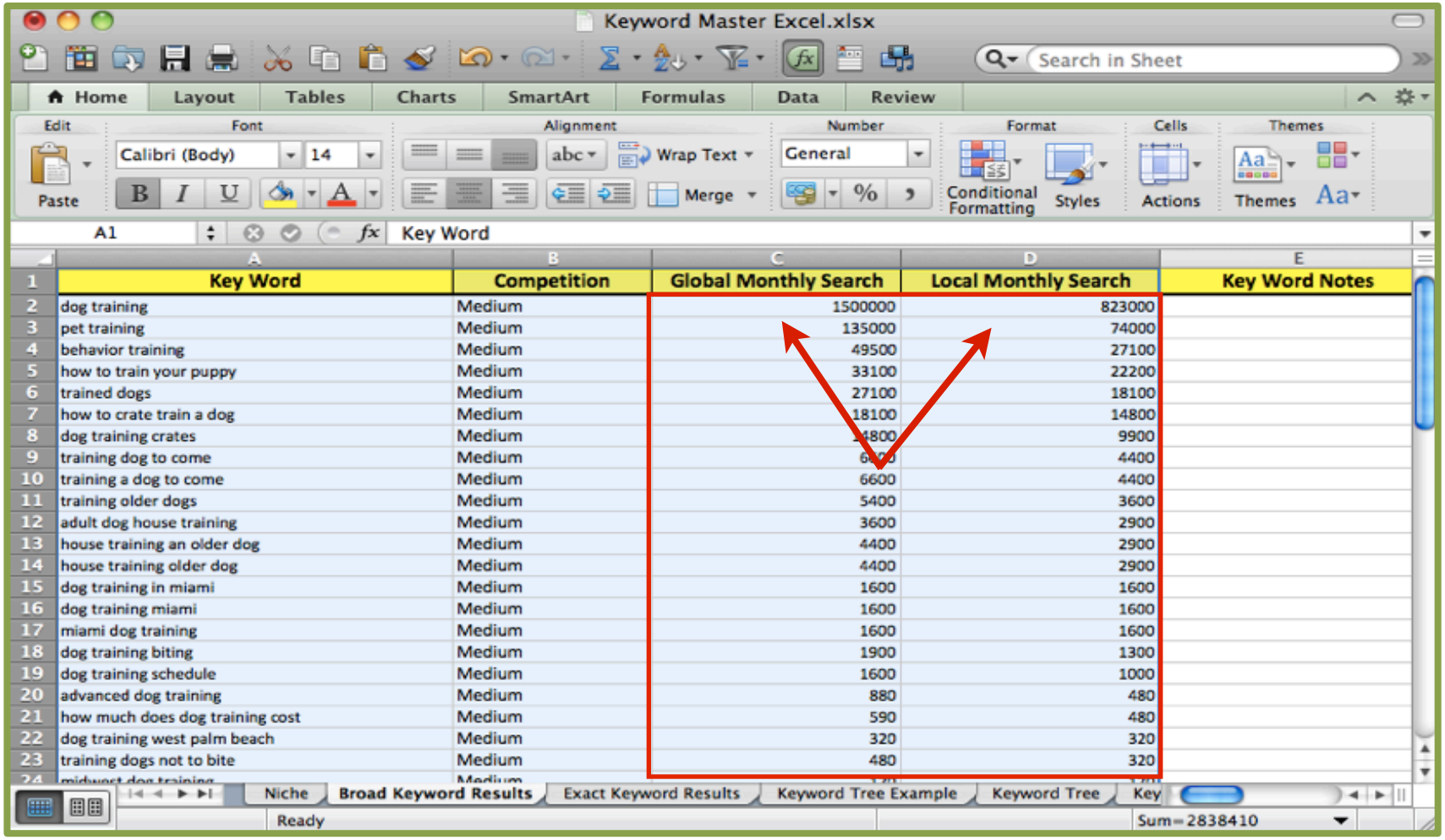
Step 6

Once all fields are sorted by competition. Now sort all low competition keywords by the number of searches from largest to smallest. Do the same for medium competition, no competition and high competition.

Objective 3 Refined Keyword Research (Exact Match)



	Key Word	Competition	Global Monthly Search	Local Monthly Search	Key Word Notes
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21	how much does dog training cost	Medium	590	480	
22	dog training west palm beach	Medium	320	320	
23	training dogs not to bite	Medium	480	320	

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Thank You!

We look forward to seeing you on
Virtual Marketing Blueprint Session #4!
Dani Lynn, Flip, Tucker and Sasha

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